



# CONSORTIUM BUSINESS SOLUTIONS: New Website

## REFLECTING OUR SERVICES

[www.consortiumbiz.co.uk](http://www.consortiumbiz.co.uk)

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### The Brief

To Consortium services and team had developed a great deal since the company’s inception and needed a website that reflected the company’s growth.

Both the website and the branding had been perceived as too feminine in feedback from clients. The brief was to create a responsive website that reflected the growing team and the growing service offering. We also wanted to

consortium  
more than marketing

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CASE STUDY

build on our blog providing a hub of free resources for our clients and visitors.

Our aim was also to maintain our Sussex roots which we achieved by using iconic local photography. This coupled with illustrations and graphics gave the site a more modern look.

While the turquoise colour is sometimes used as an accent colour in some marketing materials, for the website it was dropped and a reduced colour palette was used. Shades of grey have been introduced to give the branding a more gender neutral appearance. The simplified logo with service lead strapline gives a more clean and professional image.

## How the site is performing

The new website has attracted a lot of positive feedback. The site was chosen as a finalist in the 2017 Sussex Digital Awards in two categories, Best Website – Marketing & Creative and Best Blog.

While this was a great honour the statistics collected by the website are more indicative of the site's success. There has been a 62% increase in overall traffic to the site. The

number of pages indexed by Google has risen by 96%. Also the number of page one positions in Google search results for selected keywords has risen by 150%.

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## Services

In order to carry out the project we used the following of our services:

- Strategic brief creation
- SEO
- Brand refresh
- Web design
- Development
- Copy Writing
- Project management

